

MOBILITY WEEK REPORT

Employers trying mobility solutions before they “buy any specific solutions”
Employees “trying new travel options” as one step toward 20/20 Mobility Solutions

DECEMBER
2014

Mobility Week was a collaborative effort of several organizations helping Central Texas employers and their employees become part of the solution.





20/20 MOBILITY SOLUTIONS INITIATIVE

Central Texas companies and their employees becoming part of the solution.

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WHAT IS THE 20/20 MOBILITY SOLUTIONS INITIATIVE?

We know from the Austin Chamber of Commerce research with the Texas Transportation Institute study that:

- Building more roads and infrastructure alone will not solve the traffic problems we have now, much less the congestion that is coming as our Central Texas population doubles by 2035.
- Getting employees to their work place and maintaining the attractive quality of life in Central Texas is critical to the economic vitality of the region.

We need to reduce “drive alone” travel, particularly during rush hours where work commutes are the biggest portion of the traffic. In order to keep traffic moving and keep Austin a great place to live and work, [Capital Metro](#), the [City of Austin](#), [Austin Chamber of Commerce](#), [Austin+SocialGood](#), The [Thrive Company](#), and [Movability Austin](#) teamed up to provide employers the tools and training they need to build and grow mobility programs that will reduce Austin’s traffic problems and curb their employees drive alone behavior by 20% by 2020. The initiative asked all employers (from the public and private sectors) to voluntarily commit to a 20% reduction in their workforces’ drive alone commutes through a menu of mobility solutions.

We define mobility solutions for employers as providing transit benefits, telework, ride-share, cycling, flex-time, and more. Companies themselves have proven with hard data that building these programs make their businesses stronger, more successful, and better places to work. The 20/20 Mobility Solutions program offers employers free access to the tools and training needed so each business, large or small, can develop mobility programs that make sense for their business. Every employer can also take advantage of opportunities to connect and learn best practices from one another.

Summary of Mobility Week

Mobility Week was a time for Employers to *try new programs, benefits, and work arrangements before they “officially” bought it* and for Employees to *try new travel options or work arrangements*.

The concept is simple. Anyone can do their share to reduce traffic in Central Texas.

Everyone was invited to participate by trying a different mobility option - carpooling, public transit, telecommuting, biking or any other option - for at least one day during Mobility Week.

Businesses were also encouraged to help reduce traffic congestion by offering employees incentives to try mobility solutions - providing transit passes, promoting mobile work, and more. A number of participating companies hosted activities and competitions that encouraged employees to try new commute options.

COMPANY PROFILES

Advanced Micro Devices (AMD)

Advanced Micro Devices already has a comprehensive Mobility Program. They encourage and support alternative commute options including transit, carpooling, cycling, and telework. They also piloted a flextime option during Mobility Week.

AMD employees and contractors were invited to participate in Mobility Week and asked to log their mode of commute, plus the number of days they participated, into AMD's online commute tracker software. Employees that logged their commutes during Mobility Week were entered into a raffle with various prizes – two \$50 gift cards to Mellow Johnny's, three Car2go gift baskets with an hour of free drive time, and three 31-day Capital Metro commuter passes.

Employees were encouraged to work from home either at the beginning of the day (8-10 a.m.) or end of day (3-5 p.m.) to avoid rush hour commute times. Mobility Week was also a trial program for AMD regarding flex time schedules. AMD also provided an incentive to motivate employees that weren't already using mobility solutions or tracking their commutes.

Fifty-five (55) employees officially logged their participation during Mobility Week and didn't drive alone 4,419 miles, saving 4,160 lbs. CO2 through alternative commutes.

Moving forward

AMD's goal is to create a 5-year mobility program that incorporates a hybrid model of flex time and telework to maximize the number of employees who participate and enjoy the benefit while minimizing management concerns about employees being out of the office the entire day.

Next Steps:

- Employee Baseline Survey - completed
- Analysis of Data - December 2014
- Presentation to AMD Mobility Team - January 2015
- Development of 5-year Strategy - January 2015

What Employees Said About Their Mobility Week Experiences:

"Enjoyed working from home in the morning or afternoon a few days and missing traffic."

"Running important meeting from home was a challenge. Wish I had had more training on how to better run remote working sessions through live meetings."

"Cycling to work is great. But the roads could use more bike lanes."

"Each option provides a richer commuting experience. Carpooling allows for social time, cycling provides exercise and adventure, transit allows me to see more of my neighborhood and city."

"The train offers a relaxing way to travel. I was able to read while commuting. The challenge is the need for more time choices. The train times are 30 min apart during peak hours and it stops leaving downtown after 6:30."

"I had a blast at mobility week and learned a lot about the carpooling greatness. Really appreciate y'all coming to the agency and sharing the mobility love."

"I tried the bus system here in Austin for the first time. It was very efficient."

"My car failed, but I knew I had other options based on the informational session from work."

"Telecommuting doesn't work for me very well, but I did enjoy how easy car2go was."

"I tried the metro rail and B cycle, both were good!"

"It went well, I would like to bus to come more frequently, but overall it worked well."

Austin Independent School District

The Austin Independent School District is faced with affordability challenges for their teachers and staff. It is becoming unaffordable for many teachers to live near the campuses where they teach. As one of the largest employers in the Central Texas area, AISD is committed to taking a leadership position on the issue of mobility. They are evaluating mobility options to reduce the costs of their employees' commutes as well as a potential expansion of mobility programs to include parents dropping off their children at schools and contributing to peak hour traffic commutes.

Austin Independent School District signed on to the 20/20 Mobility Initiative during Mobility Week. Although they did not participate in Mobility Week, Dr. Cruz, Superintendent, is sending a letter to the entire employee base in December 2014 to complete a baseline survey of AISD employee commuter habits. From the data received in this survey, they plan to work with Movability Austin and The Thrival Company on their 5-year strategy for the AISD campuses and offices.

Next Steps:

- Employee Baseline Survey - December 2014
- Analysis of Data - January 2015
- Presentation to AISD Mobility Team - January 2015
- Development of 5-year Strategy - February 2015

Applied Materials

Applied Materials employees drive an average of 14 miles to work. Their workforce lives a significant distance from their facility. The company joined the 20/20 Mobility Solutions Initiative after Mobility Week due to an upcoming merger with Tokyo Electronics (TEL). They are anticipating moving employees from the current facility to TEL or vice versa. Participation in the 20/20 campaign will support their employees through the transition as well as address the increasing commute times of their employees. However, due to the merger, Applied Materials is unable to participate in planning mobility strategy and programs until 2015.

Next Steps:

- Employee Baseline Survey - January 2015
- Analysis of Data - January 2015
- Presentation to Applied Materials Mobility Team - February 2015
- Development of 5-year Strategy - March 2015

Bazaarvoice

Bazaarvoice promoted Mobility Week to their employees to precede a formal announcement that their offices are moving a significant distance north of their existing office space. The new headquarters will be located at Quarry Oaks, a new four-story Class A building in North Austin that could accommodate as many as 600 employees. This move will double and triple commute times for many employees. By promoting Mobility Week and following with the announcement, they were able to engage their workforce and build anticipation for their 3 year strategy to create a mobile workforce and avoid increase of commute times by employees.

Next Steps:

- Employee Baseline Survey - December 2014
- Analysis of Data - December 2014
- Presentation to Bazaarvoice Mobility Team - January 2015
- Development of 5-year Strategy - January 2015



What Employees Said About Their Mobility Week Experiences:

"I decided to give up my parking spot in place of riding the rail. What was a 1 hour + commute to downtown from Hutto is now a relaxing 30 minutes. Even my weekly massage therapist has asked me what I am doing differently because she can feel how less stressed I am!"

"It was great! The train was really crowded and I had to stand during a few of the trips, but it was well worth not having the stress of sitting in traffic."

"I have not ridden in a bus since 1980 and I was one that said I wouldn't... but I did, and I rode it another time after Mobility Week!"

"Taking the bus did add some time to my commute, but it was time that was much more constructive. I used that time to read, where I would have just been stuck in traffic in my car."

"The vanpool was challenging because I wasn't functioning on my own time frame. I prefer the bus because I can walk to the bus whenever I'm ready to go. If I miss it, there's another one behind it. I am glad I tried something new because now I know I really like taking the bus."

"It was great, we are still carpooling today. The drive is less stressful and I don't have to drive downtown every day. I can relax and let others drive too."

"I gave up my parking pass and elected to take the rail from now on and use Car2Go for errands."

"[It was a] challenge coordinating schedules to share a ride. Coming in after or before peak hours worked great. Working from home was ideal because I avoided all of the commute issues completely."

"Fun and exciting. Challenge is the timing that has to be coordinated within all 5 of us."

"The experience was good. I got to work on time with a good mood due to not traveling in traffic."

Austin Community College

ACC has roughly 4,000 faculty and employees serving 11 instructional campuses and more than 43,000 students. During Mobility Week, ACC's Sustainability Team focused on helping faculty and students understand how to find and use travel options available for their new Highland Mall campus, which opened this fall. This campus is highly accessible by public transportation (bus and rail), easily accessible by bike or walking and centrally located enough for many other options as well.

ACC invited the City of Austin, Capital Metro RideShare, Carma, and RideScout to engage with students at events held Monday through Wednesday at this new state-of-the-art center for innovative learning, training excellence, and community engagement.

ACC faces different challenges at each of their 11 campuses and other centers and then different transportation needs for faculty, administrative staff, and students. ACC is already providing students and faculty with transit passes and good amenities for bicycling at many campuses. They are growing a ridesharing program as well. As one of the larger employers in the Central Texas area, ACC is committed to taking a leadership position and evaluating mobility options to reduce the negative impacts of their campuses as well as costs of their employees' commutes.

Next Steps:

- Employee Baseline Survey - December 2014
- Analysis of Data - January 2015
- Presentation to ACC Mobility Team - January 2015
- Development of 5-year Strategy - February 2015

Capital Metro

Capital Metro took advantage of the Mobility 20/20 Pledge and Mobility Week to continue encouraging active transportation among staff, and promote mobility options throughout the community. This year a mobility theme was added to Capital Metro's fall employee health and wellness fair, promoting the benefits of active commuting featuring Capital Metro RideShare discounts, Metro Bike Shelters, and walk or bike to transit benefits. In addition, Capital Metro promoted the grand opening of the new Capital Metro B-cycle station, and hosted demonstration rides to Plaza Saltillo showing how easy and convenient B-cycle is in connecting the main office to MetroRail, MetroRapid, and MetroBus as well as the many businesses on the east side. In addition, Capital Metro is proud to be a principal Partner of the 20/20 Mobility Solutions Initiative and a promoting sponsor of the Austin Bike Fest.

Capital Metro has a strong company culture promoting use of their own services, transit and vanpools. They have begun to build upon this foundation into a comprehensive commuter program to enable even more employees to use of a wider range of travel and work options.

Next Steps:

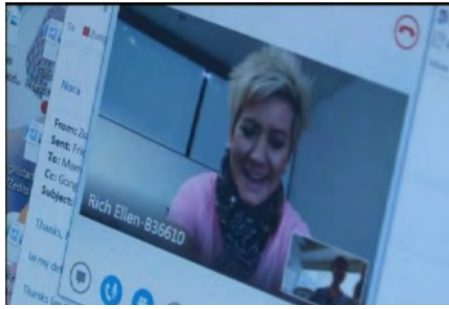
- Employee Baseline Survey - completed
- Analysis of Data - completed
- Presentation to Capital Metro Mobility Team - January 2015
- Development of 5-year Strategy - January 2015



City of Austin Transportation Department

The City of Austin Transportation Department (ATD) leadership began Mobility Week with a video message encouraging employees to participate in Mobility Week: "Let's all work together to show that our department can set the bar for the rest of the City." A mobility open house provided an opportunity for ATD employees to pick up City of Austin transit cards, sign up for a B-cycle membership and learn how to log their alternative commute trips. The department also held a contest offering free breakfast to the ATD division with the highest percentage of participants. Participants logged trips by bus, rail, bike, walking, and carpooling on myCommuteSolutions.com.

The City of Austin provides employees free access to transit and offers discounted access to car2go, Austin B-cycle, and allows for flex-schedule and mobile work. The City is focused on developing an enterprise wide commute program, providing program support by building, and rearranging commute benefits including parking to have more employees using travel or work options more often.



What Employees Said About Their Mobility Week Experiences:

"I took the bus. The schedules were accurate. I liked not having to deal with traffic; I could read or nap. It saved me gas money and wear & tear on my car... and nerves."

"I found I was able to get more done with less distractions. I also felt less tired throughout the day not having had to travel so far."

"I really liked working from home. I felt as though I was more productive since I didn't have to drive an hour and a half to work and back home. Was able to focus more since I wasn't as tired from driving. The only challenge was accessing databases but with the VPN software it was fairly easy."

"Using the rail made the commute shorter in duration, more relaxing and gave me the opportunity to get some exercise in due to the short walk from the station to the office. The challenge was getting up an hour earlier each day."

"Liked doing the option for the week. Worked four tens and off on Friday. Loved coming in extra early, no traffic. Still quite a bit traffic on way home, and did not like getting home so much later."

"Found riding the bus very relaxing and a lot cheaper. Only had to walk 10 minutes from bus stop to my place of work. From home bus stop is less than a 5 minute walk."

"Saved gas and had good conversations with my wife on the drive to work and the drive from work on days the weather was nice it would bike back to the house. The new board walk on Lady Bird Lake makes my ride home quick and not so hard on my lungs smelling the fumes from the traffic close to the sidewalk and street."

Freescale Semiconductor

Freescale Semiconductor recently shut down their facility in East Austin and had to relocate a large population of their employees to Southwest Austin in Oak Hill. They were already experiencing double-digit rates of employees leaving the organization. To prevent further attrition, they instituted a mobility program for the group of employees that moved and were able to reduce their attrition rate to the single digits. Based on this success, Freescale is now very interested in expanding their program to a wider workforce. Therefore, they signed on to the 20/20 Mobility Solutions Initiative to work towards expanding mobility solutions to every part of their workforce. Freescale used Mobility Week to promote their existing mobility program success on local news. This was also an opportunity to raise employee interest in the upcoming development of this program into a 5-year mobility strategy.

Freescale Semiconductor has a mobility program in place and has expanded it to include telework, but only specific business units participate. Freescale's goal is to survey groups who are not utilizing the programs right now, analyze where the program has the potential to expand and evaluate how to grow the program over the next five years.

Next Steps:

- Employee Baseline Survey - December 2014
- Analysis of Data - January 2014
- Presentation to Freescale Mobility Team - January 2015
- Development of 5-year Strategy - February 2015

GSD&M

Local advertising agency GSD&M participated in Mobility Week by hosting an interactive “Mobility Mixer.” This event gave employees a chance to connect with representatives from eight different alternative transportation services and win raffle prizes. Among the 60+ attendees, seven lucky individuals won prizes ranging from free bike share memberships and car share driving time, to transit passes and even a week of using Carma Carpooling’s company vehicle, a bright orange Tesla.



HNTB

During Mobility Week, the architecture and engineering firm HNTB hosted a company happy hour at Austin’s Black Star Co-op. Employees were encouraged to ride MetroRail to the pub, which is located just off of the Crestview Station from the MetroRail line. Over 20 employees attended, including some of the company’s top executives. The ride on public transit was a first for many individuals, and inspired several to explore new mobility options for their daily commute.



What Employees Said About Their Mobility Week Experiences:

"Pleasant. Worked well: Conversation in the car; getting to know a co-worker better. Challenge: Coordinating schedules."

"I feel that I got more work done on the day that I teleworked. I wasn't frustrated from having to sit in traffic for an hour (each way). Also, I did not contribute to the city's congestion issues."

"I thought that telecommuting was a great option, although it is not possible for me to do more than 2 or 3 days a week. I do not have citrix access at this time, but that would have made my job easier. I found that working from home there were a lot less distractions."

"The telecommuting is a recent initiative our office is trying and were allowed to do so twice during this week. I do not have kids so working from home was free of distractions which I usually face in the office. It increased satisfaction because I was very productive, didn't have to spend time dressing or commuting. I have found IT can still remote to desktops and the VPN has worked much better than Citrix. There are times I would like to be able to walk to a coworker for something but I think this is just an adjustment since telecommuting is a new concept for me."

"It was great new travel option. Less traffic to deal with, time on road shortened. Really no challenge at all other than getting up earlier which I am willing to do on an everyday basis."

"Carpooling with my wife was nice. We also got to brownbag and eat lunches together."

"Telecommuting worked well. I wish that I had the opportunity to do it more often."

"Public transportatin reduced traffic frustration and allowed me time to enjoy reading/movie during the commute. It also increased commute time by 30 - 45 minutes."

"Traveling in early and late seems to help improve my commute."

"I usually bicycle to work. It's far better than dealing with traffic."

NetSpend

As one of Downtown Austin's largest employers, NetSpend needs a wide variety of alternative commute options for its employees. NetSpend made sure every single one of its downtown employees had the chance to utilize an alternative commute solution during Mobility Week, by agreeing to cover all associated costs. NetSpend already provides bike storage, showers, transit passes, company vehicles, and taxi vouchers, and helps to cover car/vanpooling costs. To help educate and encourage their employees to try mobility options, NetSpend even has a platoon of Commute Heroes - employees who can advise and support peers who are trying new commute options for the first time.

For Mobility Week, the company hosted a series of education events, as well as facilitating an office-wide commute competition. Over 400 employees tried a mobility option throughout the week, including some of NetSpend's top executives.

Next Steps:

- Employee Baseline Survey - completed
- Analysis of Data - completed
- Presentation to netSpend Mobility Team - completed
- Development of 5-year Strategy - December 2014



Parkway Properties (300 W Sixth)

300 West Sixth Street, managed by Parkway Properties, is the only building in Mobility Week's 20/20 Leadership Circle. Together with some of Austin's most well-known tenants - Austin Ventures, C3 Concerts, Cirrus Logic, Facebook, Green Mountain Energy, Rackspace, and Razorfish - they are seeking LEED Gold Certification for the building and at least 20 percent of the daily commutes to their building using alternative travel options. Parkway Properties promoted Mobility Week to all of their tenants as way to introduce the longer-term goals to reduce drive alone trips. In the weeks ahead, Parkway Properties and Movability Austin will host a focused discussion with key tenants, many of whom already have robust commute programs, to identify tangible steps to build upon the successes of the tenants with commuter programs and extend these practices to other interested tenants.

Next Steps:

- Employee Baseline Survey - December 2014
- Analysis of Data - December 2014
- Presentation to 300 W 6th Mobility Team - January 2015
- Development of 5-year Strategy - January 2015

Silicon Labs

At Silicon Labs' Austin headquarters, the company's culture of innovation and respect for employee work/life balance extends into transportation options. A "Mobility Mixer" kicked off Mobility Week, with food and SWAG to lure Silicon Labs employees down to the lobby. B-cycle, Capital Metro RideShare, Carma, Ridescout, Rocket Electrics, and ZipCar were on hand to engage employees in conversations about alternative commute options. Further resources were available to Silicon Labs employees through the company's Commute Champions (co-workers who were knowledgeable about various commute options) as well as bike and transit maps hung in all employee break rooms.



TxDOT Austin Area Employees

With nearly 2,400 employees in the Austin area, TxDOT is focusing on extending the technical tools and training required for trip reduction options for its employees. The Austin area workforce hails from all over Central Texas, and TxDOT officials see teleworking as a chance to reduce congestion, improve employee productivity, allow schedule flexibility, cut overhead costs and improve employee retention and attraction.

TxDOT participated in Mobility Week and subsequently launched a pilot telework program leveraging resources in the 20/20 Mobility Solutions Toolkit. By teleworking, shifting transportation modes, and minimizing car trips during the day, 220 TxDOT employees reduced 387 commute trips throughout the week.

TxDOT is piloting the incremental development of a Peak-Time, Work-Trip Reduction Program in the Austin area. The initial focus is on technology improvements for mobile work; however, the agency is working toward establishing education/promotions, the alignment of commuter related benefits, and tracking/evaluations needed to implement a program.

Next Steps:

- Employee Baseline Survey - completed
- Analysis of Data - December 2014
- Presentation to TxDOT Trip-Reduction Team - December 2014
- Development of 5-year Strategy - January 2015

University Federal Credit Union

UFCU is a larger employer with locations through the region in rapidly changing demands on their business operations. They are very interested in aligning their mobility planning with their transition plans to support both employee retention as well as efficient use of their real estate.

Next Steps:

- Employee Baseline Survey - December 2014
- Analysis of Data - December 2014
- Presentation to USFC Mobility Team - December 2014
- Development of 5-year Strategy - January 2015

MEDIA

Earned media

KEYE: Austin Employers Challenged During Mobility Week

KXAN: Initiative Aims to Cut Down Number of Cars on Austin Roads

KVUE: Mobility 2020 initiative wants fewer cars on the road

ABJ: Rail failed, here's Plan B for traffic-choked Austin

ABJ: Taking On Traffic

Community Impact News: Austin companies asked to help solve city's traffic congestion

Community Impact News: Mobility Week, Commute Solutions Month promote alternative modes of commuting

Austin Monthly: Event: Mobility Week Celebration Tomorrow Night

365 Things to do in Austin: Tacos & Coffee: Free Commuter Breakfast Presented by Carma Carpooling

Timeout: Mobility Week Pop Up Breakfast

Texas Environmental News: Mobility Week, Commute Solutions Month promote alternative modes of commuting



Promotional Partners

CoA: Transportation Director's Mobility Week Message

CARMA: Austin: Carpool for Mobility Week

A+SG: Austin's Mobility Week

DAA: Mobility Week - Here Is How You Can Get Involved

DAA: Austin Business Leaders Announce 20/20 Mobility Solutions Initiative

Austin Chamber: Austin Business Leaders Announce 20/20 Mobility Solutions Initiative

The Thrival Company: Try Before you Buy webinar

Movability Austin: Launching 20/20 Mobility Solutions

Movability Austin: CEO's Meet to Consider Joining 20/20 Mobility Solutions



Social Media

The City of Austin, Movability Austin, Austin+Social Good and The Thrival Company used the Mobility Solutions Facebook page as well as their own social media outlets to promote the event. A total of 33 posts were added to the Mobility Week Facebook Page from September 1, 2014 – October 31, 2014. Total views of the 33 posts were 43,356 views. Average number of views per targeted post was 10,100 views/post. Average number of views for untargeted posts was 103 views/post. The following social media posts received the most views and were more successful because we used market targeting to gain access to specific types of viewers utilizing Facebook Ads services:

Work from Home Day to Week

25,208 Views

September 23, 2014

Mobility Week Webinars Post

4,128 Views

September 26, 2014

Mobility Week Pop-Up Breakfast

864 Views

October 20, 2014

Capital Metro Story

6,500 Views

October 24, 2014

NetSpend Story

4,530 Views

October 29, 2014



PARTNERS

Austin Chamber of Commerce

Hosted the CEO Breakfast, led the 20/20 Mobility Solutions Launch press conference, and communications

Austin+Social Good

Lead social media communications

Capital Metro

Contributed \$25,000, consulting, and communications

City of Austin

Contributed \$25,000 and Lead Mobility Week communications

Movability Austin

Donated \$15,000 toward the Toolkit and webinars, managed the project, and employer consulting

The Thrival Company

Donated \$15,000 consulting/coaching services, recruited employers, and communications

A Special Thanks to the Other Organizations Helping Promote Mobility Week

Austin CLEAN AIR Force, Carma, CAMPO Commute Solutions, Downtown

Austin Alliance, RideScout, Speak Social



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